

Herych O.
N. Chornopyska, research supervisor
National University «Lviv Polytechnic»

A MARKET OF EXPRESS DELIVERY IN UKRAINE: STATUS AND PROSPECTS OF DEVELOPMENT

Express Delivery Market is a part of logistics services market, which development is taken turns quite rapidly, each year there are more and more new firms because e-commerce development is rapid and many companies transfer functions connected with logistics to outsourcing, this facts promote the development of postal services and courier companies. Until recently, Ukrainian used the services of well known SE “Ukrposhta”. In fact, SE “Ukrposhta” had not competitors. Today in Ukraine there are hundreds of large and medium courier companies that provide post logistics services, for example, transport and delivery of letters and parcels weighing up to 30 kg. Courier services did a rate on the speed performing the orders and enticing to itself many clients. For instance, the company "Nowa Poshta", based on the market in 2001, has offered customers the delivery of parcels in Ukraine during the day. According to data published on the website of the company, now it has a network of 847 branches. Competitors in the market could not boast such number of branches, yet. For example, the nearest competitor "In-Time" has about 300 branches.

It's interesting to know, that SE “Ukrposhta” is not afraid of active development of the postal business in Ukraine, because the postal services market primarily depends on the work of SE “Ukrposhta” that is national mail operator in Ukraine. This enterprise has an extensive network (14 thousand units) and a car park (more than 4 thousand vehicles) and is a powerful player on the market. Also, it is the only company that delivers mail in the most remote corners of the country.

Talking about the market of postal services should also be remembered international companies working in Ukraine. Representative players such as DHL, FedEx, TNT Express and UPS appeared in the country before most Ukrainian firms. But despite the fact that they are able to make delivery in almost any part of the globe, the cost of their services is significantly higher rates of local services and therefore they are less in demand. Also, at the moment, in the Ukrainian market are working Bridge Express, Euroexpress, ExPost, Absolute express and PostMan. It should be noted that the Bridge Express is oriented on the international Catalogue companies, while company " Nowa Poshta " almost captured the internal market of online stores [1].

The fraction of "Ukrposhta" in the general structure of logistics mailing (mail and courier activities) in 2011 was 42%, which is 10% less than previous year.

The total volume of parcels market in 2012 is about 2 million items per month half of which goes through SE "Ukrposhta", another goes through courier services. However, courier services which have the biggest number of items work with mass shipments such as online stores, MLM Companies, index trading etc. This is crucial in their activities. Simultaneously, this departure is most profitable for the company. With the increasing number of branches of certain companies reduced their share of shipments "to door" in quantity and value terms. The service like "the door" in the total

income of all private courier companies are 40%, while in the quantity of delivered items - almost 48% (excluding Mailing and shipping of small correspondence - letters, invoices, promotional products). However, for some companies this type of delivery is essential, such as "Bridge Express" (80%) and "Euroexpress" (75%) and a number of medium and small companies, while in the " Nowa Poshta " and "In-Time " basic type of delivery is delivery "to storage" and this companies are focused on retail and service loads up to 30kg [4].

In 2012 positive trend courier activity that was observed in 2010-2011 increased on 29.9% over the same period last year. Thus, more weight has played corporate segment

With the influence of the Internet, the largest decline suffered printed correspondence (newspapers and magazines) as a means of obtaining information the rate of decrease in the delivery of this type of departure has progressed every year since 2000. Their number is reduced by 7-10%. Share of written correspondence is quite stable with slight growth.

As for the parcel, the situation looks better for example in 2011 the growth of shipments amounted to 5.7%, it should be noted that it is on 4 times more than it was in 2000 [2].

Income derived from the donation of postal services in 2013 is 2 458, 1 million USD. Including 424.9 million USD is income received from the public, which is 2.9% more than in 2012. Proceeds from courier activities in 2013 at 249.0 million, of which 6.2 million constitute income from the population (which is 58.0% more than in 2012) but overall revenues declined are less in 2012 on 7.4% [3].

Despite the fact, that there is no corresponding provisions of the legislation that would regulate the activities of all participants in the market, courier services and postal delivery is now an integral part of almost all business areas. Therefore, the active development of this area of work is essential, especially in a difficult economic situation.

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